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Subject: Conf Call on Angler Survey - Summary and call in info

I've set up our conference call to discuss the Angler Survey:

November 19th, 10-12 Pacific  
Dial-in: (888) 396-9930  
passcode: 45897

Thanks to Joyce and Gordon for providing the tabulations for the first Phase of the survey. I've attached a brief summary of what stood out to me as I went through the data. Included with that are some suggestions for further cross-analysis of the data broken down into two groups, a short list that may be helpful for us all to have prior to the Nov 19th conference call, and a longer list to get us thinking about further analysis and reporting down the road. I've also attached what should be a readily printable version of the Questionnaire itself for you to refer to (you should all have an electronic copy of the actual survey form prepared by CIC Research, I just modified mine because my printer wasn't cooperating with the settings in that electronic version).

A draft agenda for the call:

1. Initial general impressions of the data gathered thus far.
2. Overview of implementation issues that arose during Phase 1 and how they were addressed.
3. Discussions about when to initiate 2nd Phase, and how long to administer it.
4. Discussion of site selection protocol, whether to make adjustments for Phase 2.
5. Discussion of languages to administer the survey in during Phase 2.
6. Any other issues for consideration in Phase 2.

Please feel free to raise any additional ideas or issues between now and Nov 19th, and otherwise we'll talk then!

Greg Baker



angler prelim analysis.doc CIC Questionnaire JR7Printable.c

- provide summary for SETF
- include results in a fact sheet/newsletter?

## Draft Summary of Southern California Coast Angler Survey Phase 1 Data

On October 31, 2002 CIC Research transmitted the tabulated results from the first phase of our intercept survey of anglers ("Frequencies Report", 70 pages). This is a brief summary/ analysis of those results.

Part 1 below provides a brief, non-comprehensive summary of some of the results from the Frequencies Report. The results for many of the survey questions provoke a need for further cross-analysis of responses across multiple questions and responses, which remains to be done once we specify how we would like that done.

Part 2 provides some requests to CIC Research for additional targeted analysis of the raw data across questions and responses, specifically to aid our discussions about how to approach Phase 2 of the survey when we have our conference call on November 19<sup>th</sup>.

Part 3, not intended for analysis prior to the November 19<sup>th</sup> call, is an initial effort at listing possible ways we might ultimately sort and compare data for our analysis as we move forward from data gathering into data analysis and reporting.

### **Part 1. Survey Data Summary**

Phase 1 of the Angler field survey ran from August 31 to October 6, 2002.  
1,181 surveys were completed, out of 1,741 attempted (560 refusals).

#### Fishing Modes

86% of people surveyed were fishing from various shore modes

14% were fishing from boat modes *~7% off ramp, ~7% charter*

#### Sites

24 fishing sites were surveyed (some sites include more than one fishing mode)

The top 5 sites account for 52% of total responses:

- Redondo Beach Pier
- Belmont Pier/Cherry Beach, Sportsfishing
- Cabrillo pier & jetty, launch
- Pier J
- Newport Beach pier

#### Q1 How often have you gone fishing?

Two-thirds of all respondents fish once a month or more.

One-fourth of all respondents fish more than once a week.

Only about 3% fish almost daily.

Q 2 Reasons for choosing fishing location

*[Note, anglers were asked for any reasons, then for their most important reason.]*

Predominant reasons had to do with convenience and amenities (close to home, easy parking, liked the setting, people) – about 75% of respondents chose these for their most important reasons, over other considerations such as the kinds of fish they could catch, fishing success, cleanliness of water, fish, etc.

Only 13% specified that they came to the location because of the kinds of fish they could catch there; only 7% listed that as their primary reason.

Q3 Which fish are you trying to catch?

Respondents could select more than one, and results show that some provided more than one response, the 1181 anglers identified about 1600 fish.

Relatively small numbers were targeting white croaker, queenfish, corbina, guitarfish (low single digit percentages). Two fish were identified by 45% of the anglers: halibut and mackeral. Less than 1% of the anglers identified rockfishes.

Q4 Which fish do you usually catch?

Contrasting with previous question, people typically catch white croaker, queenfish, corbina, and guitarfish more frequently than they indicated in Q3 they were intentionally trying to. Also, more people tend to catch mackeral than are targeting that species, and fewer people manage to catch halibut than would like to.

*Can we compare our results to ReefFin results?*

Q5 Do you eat the fish you catch?

60% yes, 40% no

Q6 Do others in your household eat the fish you catch?

Asked of all, no matter how they answered Q5. Somewhat lower numbers indicated that others eat their fish, 53% said yes.

Q7 How many people eat the fish? Under 18, Women between 15 and 45?

*[Note: only asked of those who responded "yes" in Q5 or Q6]*

Less than ½ responding said children under 18 eat the fish. About ½ responding said women of childbearing age eat the fish.

↓

$$\approx \frac{1}{2} \times 60\% \times 1181 \approx 354$$

Q8 Which of the types of fish you identified that you catch do you eat?

Q9 How do you prepare them?

Q10 Which parts do you eat?

Results are provided in the Frequencies Report fish by fish, and the responses varied.

Q11 What Types of Fish Would You Prefer to Catch?

50% of anglers selected halibut and/or bonito. Very few people indicated that they would prefer to catch white croaker, nor did many indicate that they would prefer to catch rock fishes. 19% had no preference.

The breakdown of answers here do not always track closely with responses to Q3, ("What types of fish are you trying to catch today?"). For instance, 213 people said they were trying to catch mackeral in Q3, but only 65 said they would prefer to catch mackeral in Q11.

Q12 Have you heard of advisories?

55% said yes, 45% said no.

Q13 In what ways have advisories changed your fishing?

*[Note: only asked of the 55% who responded yes in Q12  
This question was modified midway through Phase 1]*

Combining results from both versions of the question, most prevalent answers were:

No changes in habits: 57%

Keep different fish: 28%

Eat less fish: 9%

Q14 How Have You Gotten Information on the Advisories?

57% by signs posted

19% television

17% from other fishermen / friends

13% newspapers

Q15 Which Are the Best Ways to Get Information To You? The Single Best?

50% identified signs at fishing sites, 52% identified television, 20% newspapers, 15% bait shops, 10% internet, 9% radio. Only 5% identified use of mailed-out brochures.

Demographics

Q18 Ethnic Background?

41% Mexican  
22% White  
8% Filipino  
6% Black  
5% Central American  
2.5% Vietnamese  
2% Korean  
2% Chinese  
2% Japanese

} 90%

Q19 Languages Best for Household?

English + Spanish = 92%;  
Next closest is Tagalog at 3.3%

NON-RESPONSE DATA

Reasons for non-response

Language barrier: 47% (245 out of 560 people)  
Not Interested: 23%  
Already been interviewed: 18%  
No time/ too busy: 10%

Note that, when considered across the grand total of all survey attempts (both completed and refused, 1,741) language barrier was the cause of 14% of the attempted surveys not being completed.

Languages of Non-Respondents with Language Barriers

[245 total]

Spanish: 49% (120 people)  
Tagalog: 13.5% (33 people)  
Vietnamese: 6% (15 people)  
Mandarin and Cantonese: 5% (12 people)  
Russian: 4% (10 people)  
Armenian 3% (7 people)

} 80%

} 92%

Korean 12.2% (29)

## **Part 2. Additional Analyses to Perform Prior to November 19<sup>th</sup> Conference Call**

The primary focus of the November 19<sup>th</sup> conference call is to discuss how to proceed with Phase 2 of the survey, to be conducted in the late Spring / Summer of 2003. Preliminary review of the results of Phase 1 provides some information useful for that purpose, e.g. which language barriers were the most significant reasons for refused surveys. In reviewing the basic data provided, there may be some simple cross-checking / compilation of responses that would better inform our Phase 2 design.

Presumably, the main considerations for Phase 2 are whether to translate and administer the survey in additional languages, when to conduct and whether to conduct the survey over a longer period of time, and whether the site selection process used in Phase 1 is still appropriate for Phase 2.

The following are specific requests for additional breakdown analysis of survey responses that appear to be relevant for the November 19<sup>th</sup> call.

1. Identify at which sites the refusals attributed to Spanish, Tagalog, Vietnamese, Chinese, Russian, and Armenian language barriers occurred.
2. Identify frequencies of refusals sorted by sites, to examine whether there is anything about how we work those sites that we should alter.
3. May also be helpful to sum the responses to questions 8-10 across all fish species to provide a general feel for which fish people eat and how they prepare and eat them.

If others have additional recommendations, please write them up and send them to the e-mail distribution being used for the conference call.

## **Part 3. Initial List of Questions that Require Analysis Across Multiple Questions and Responses in the Survey**

*[This section is simply an effort to begin recording ideas on how we may want to conduct further analysis of the survey results as we move forward,,and to begin considering what types of analysis we would like to see presented in a final report. It's not intended that these analyses be undertaken prior to November 19<sup>th</sup>.]*

Some suggestions for ultimately analyzing results across multiple questions and responses (the list is not exhaustive):

*Use Q1 results to stratify Q4-10 responses*

Analyze how the more avid fishermen responded to questions of catch preference; consumption, preparation, etc. For instance, ignoring those who indicated that they fish only once a month or less, how do those anglers who fish more often respond to these

questions? Are people who fish multiple times per week more likely to eat the fish they catch than people who fish less frequently? Do they practice riskier preparation and eating habits?

*Use Q1 results to stratify Q11-15 responses*

Analyze whether the more avid fishermen were knowledgeable about advisories, how they get their information, etc.

*Use Q1 to stratify the responses to Q18 and Q19*

Analyze which languages and ethnic groups comprise the more avid fishermen.

*Use Q4 to more closely examine the responses to Q7*

For anglers who indicated they catch certain fish species identified in health advisories (white croaker, corbina...), cross check them with people who indicated in Q7 that they share the fish with children under 18, and with women between 15-45.

*Use Q4 to breakdown the responses to Q8*

What percent of people who catch fish "A" eat fish "A"? (i.e. cross check Q4 responses with Q8) For instance, out of 184 anglers who said that they catch white croaker in question 4, only 57 said they eat white croaker in Q8, about 31%. We could run that analysis for each fish, and we might also double check to see that the people who answered white croaker in Q8 in fact were from the list who said they caught it in Q4.

*Q8-10*

There are several ways responses to Q8-10 on fish consumption might be sorted against other parts of the survey to provide useful information. For instance:

- a) Identify how many of the anglers who were surveyed at specific sites with advisories, catch and eat fish for which there are advisories.
- b) Identify prevalence of riskier preparation and eating habits of people in a).
- c) Examine language and cultural backgrounds for a) and b).
- d) Examine how these groups get information on advisories, and how they prefer to get new information.

*Use Sites list to further analyze responses to Q11 on fish preferences*

It may be useful to cross check the answers provided about which types of fish anglers would prefer to catch against the different sites that may be preliminary candidates for some sort of restoration effort.

*Use demographic information to breakdown responses to Q12-15.*

It would be useful to look for patterns across different demographic groups in responses on whether anglers are aware of advisories, whether they've changed habits, and how they get their information.



# Crosstabs

Language spoken. \* Site of the non-response. Crosstabulation (Shore Modes).

		Count																
		Site of the non-response.																
		37010 Marina Del Rey jetties, sportsfishing, launch	37012 Santa Monica Pier	37110 Cabrillo pier & jetty, launch	37201 Pier J	37202 Shoreline Village piers, Pierpoint Landing	37204 Seaport Village jetty	37214 Alamitos Bay west jetty (beach)	37305 Venice Pier	37306 Hermosa Beach Pier	37308 Redondo Beach Pier	37316 Manhattan Beach Pier	37401 Malibu Beach Pier, Sportsfishing	37402 Belmont Pier/Cherry Beach, Sportsfishing	59106 Newport Beach Pier	59202 Huntington Beach Pier, launch	59301 Seal Beach Pier	Total
Language spoken.	-1 DK/Refused		1	2					1		2			2				8
	2 Armenian								6		1			5				7
	3 Khmer											1						1
	4 Cantonese		1											1				2
	5 Mandarin		1					1			1			3	2		2	10
	8 Japanese		1						1	1								3
	9 Korean	1	1	1	1			1	1	1	1		1	8	3	5	4	28
	11 Russian		1						8								1	10
	12 Spanish		8	12	4	1	6	3	4		20	1	5	15	15	17	4	110
	13 Tagalog		1	1	5				3		5			1	11	1	1	33
	14 Thai										1							1
	15 Vietnamese							1	1					1	7	5	1	15
	16 Greek		1															1
	17 Italian										1							1
	18 Samoan							1										1
Total		1	16	16	10	1	6	7	25	2	32	2	23	42	30	2	16	231

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\* Shore based modes only.



Crosstabs

Q18. Which number on this card best describes your race, culture, or ethnic background? \* Site of the survey Crosstabulation (Shore Modes).

		Count																			Total
		Site of the survey																			
		37010 Marina Del Rey Jetties, sportfishing, launch	37012 Santa Monica Pier	37110 Cabrillo pier & jetty, launch	37201 Pier J	37202 Shoreline Village piers, Pierpoint Landing	37204 Seaport Village jetty	37206 Royal Palms (beach)	37214 Alamitos Bay west jetty (beach)	37216 Shoreline Village jetty	37305 Venice Pier	37306 Hermosa Beach Pier	37308 Redondo Beach Pier	37316 Manhattan Beach Pier	37401 Malibu Beach Pier, Sportfishing	37402 Belmont Pier/Cherry Beach, Sportfishing	59106 Newport Beach Pier	59202 Huntington Beach Pier, launch	59301 Seal Beach Pier		
Q18. Which number on this card best describes your race, culture, or ethnic background?	-1 Blank		3	3	4				3				7	1	3		1		1	26	
	1 American Indian or Alaskan native				2						1			1			1	1		3	9
	2 Black/African American not of Hispanic origin	5	2	6	6	1		2	2	7	1	2	5	2	3	9	1			6	60
	3 Mexican	42	13	63	54		13	4	14		27	6	53	4	15	67	50		10	24	459
	4 Central American	12	1	9	8				1		6	1	7		2	6	3		1		57
	5 South American			1	1						1		3				1				7
	6 Caribbean	1			2				1												5
	7 White, not of Hispanic origin	5	7	17	4		5		2		13	2	36	2	16	22	13	6	20	170	
	8 Indian														1				1	2	
	9 Chinese	3	1	2	2				1	1		1	3		1			1	1	3	20
	10 Filipino			6	6				1		2	9	36		1	22	6	1	2	92	
	11 Japanese		1	2								1	7			2	2				15
	12 Korean	1	1	1	1				1		2		5		4	1	1		1	19	
	13 Vietnamese	2					4		2				4		2		6	3	4	28	
	14 Cambodian				2				3	1			1					1			8
	15 Native Hawaiian			1					1				1		1	1					4
	17 Samoan			1	8				1							2				1	13
	18 Pacific Islander																2				2
	19 Armenian		1									1		1		2	1				6
	20 Indonesian													1							1
	21 Leotian																1				1
	22 Middle Eastern												1			1	1	1	1		4
	23 Sri Lankan														1						1
	24 Russian											3								1	4
	25 Thai				1																1
	26 Malasian													2							2
Total		71	30	112	102	1	22	6	32	9	57	22	174	10	51	139	87	23	66	1016	

## Crosstabs

Q18. Which number on this card best describes your race, culture, or ethnic background? \* Geographic areas Crosstabulation (Shore Modes).

		Count			Total
		Geographic areas			
		1 All sites north of Pt. Vincente, not including Pt. Vincente	2 All sites between Belmont Pier and Pt. Vincente, inclusive	3 All sites south of Belmont Pier, not including Belmont Pier	
Q18. Which number on this card best describes your race, culture, or ethnic background?	-1 Blank	14	7	5	26
	1 American Indian or Alaskan native	2	3	4	9
	2 Black/African American not of Hispanic origin	20	31	9	60
	3 Mexican	160	188	111	459
	4 Central American	29	23	5	57
	5 South American	4	3		7
	6 Carribean	1	2	2	5
	7 White, not of Hispanic origin	81	43	46	170
	8 Indian	1		1	2
	9 Chinese	9	5	6	20
	10 Filipino	48	34	10	92
	11 Japanese	9	4	2	15
	12 Korean	13	3	3	19
	13 Vietnamese	8	1	19	28
	14 Cambodian	1	3	4	8
	15 Native Hawaiian	2	2		4
	17 Samoan		11	2	13
	18 Pacific Islander		2		2
	19 Armenian	5	1		6
	20 Indonesian	1			1
	21 Laotian		1		1
	22 Middle Eastern	1	1	2	4
	23 Sri Lankan	1			1
	24 Russian	3		1	4
	25 Thai		1		1
	28 Malasian	2			2
Total		415	369	232	1016

Cambodian

vs 1/181